Retailer Drives $46M Global Revenue Through Buy Now Pay Later Partners

**THE CHALLENGE**
A large global retailer looked to expand their customer base to target millennial and Gen Z women, a previously unengaged demographic. Engaging these demographic groups could drive tremendous growth for the retailer, opening a powerful new market segment and increasing revenue.

Market opportunity data points:
- According to research, Gen Z have an estimated purchasing power of $140 billion, versus Millennials with a purchasing power of $2.5 trillion
- Millennials also have influence over more than $600 billion in household purchases
- Female buyers account for 85% of all consumer purchases

**OUR APPROACH**
The dedicated client services team recommended that the retailer pay affiliates not just from a traditional percentage-based affiliate commission model, but also offer the option to pay flat fees for certain placements and engage with 10 Buy Now Pay Later (BNPL) enabled partners. Why? Because nearly 75% of BNPL (45 million users in the US) are millennials or Gen Z; and globally, 80% of BNPL users are millennials or Gen Zers, ages 14+.

The team also worked with BNPL partners to negotiate placements, maximizing both potential opportunities and partnership marketing spend. The team negotiated 800% increase of media in Q3, 50% in Q4.

The partners helped drive additional purchases through their BNPL solutions, which enable a more seamless and easier shopping experience that required fewer clicks. The biggest win has been their ability to implement a one-time card, which allows users who are in the BNPL app to break up their payment into 4 or more payments without these partners being implemented as a payment solution on the global retailer’s website.

**RESULTS**

- **$46M** Revenue Driven by all BNPL Partners
- **49%** of Revenue came from Millennials

- **$1.3M** Revenue Driven from a Single BNPL Partner
- **37%** Revenue Increase in Placements with one U.S. BNPL Partner

**THE ONE-TIME CARD FEATURE ALLOWS ALL TYPES OF CLIENTS TO UTILIZE THESE PAYMENT INSTALLMENTS WITHOUT HAVING THESE PARTNERS INTEGRATED ON SITE.**

- ACCELERATION PARTNERS

**LET’S CONNECT**

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1 in one particular BNPL partner’s demo, 2 in the first week alone